ORDER

kxly News **Orders** Order / Rev: 170925 08424167 Alt Order #: ALLI 4 GUN RSPNSBLTY Product Desc: **KXLY** 303 Estimate: Flight Dates: 10/25/16 - 10/31/16 Primary AE: MATT WURM 10/21/16 / 10/21/16 H-DC Original Date / Rev: Sales Office: Order Type: **GENERAL** Sales Region: NATL Name: **Old Towne Media** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast PO Box 31150 Billing Cycle: EOM/EOC Alexandria, VA 22310 Agency Commission: 15% **Alliance for Gun Responsibility** Advertiser Name: New Business Thru: Demographic: A35+ **Product Codes:** PL Issue Order Separation: 00:15:00 P-3 Priority: Advertiser External ID: AGY, POL, ISS Revenue Codes: Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
09/26/16	10/30/16	23	\$5,470.00	\$4,649.50		
10/31/16	10/31/16	7	\$1,600.00	\$1,360.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	23	\$5,470.00	\$4,649.50	0.00
November 2016	7	\$1,600.00	\$1,360.00	0.00
Totals	30	\$7,070,00	\$6,009,50	0.00

Account Executives

Account Executive	count Executive Sales Office		Start Date / End Date	Order %	
MATT WURM			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KXLY	19%	\$7,070.00
Market	100%	\$37 210 53

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	0%	\$0.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	57%	\$21,210.00
KREM	24%	\$8,930.53
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Ī	Ξ 1	KXLY	10/28/16	10/28/16	10-11a M-F	CM	10-11a	1	:30	1	\$160.00P-1	0.00 NM	1	\$160.00
					The View									
		Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 10/2	24/16	10/30/16	1	1	\$160.00	0.00						

Print Date: 10/21/16 09:23:27 Page 2 of 4

Order / Rev: 170925 Advertiser: Alliance for Gun Responsibility

Alt Order #: 08424167 Product Desc: ALLI 4 GUN RSPNSBLTY KXLY

Flight Dates: 10/25/16 - 10/31/16 Estimate: 303

E. P. C. Start End Invertory Code Break Start/End Time Days Len Spots Rate Pri Rig Type Spots Amount E1 KNLY 1002816 1002816 6007 a	Ln Ch	Start	End	Inventory Code	Break	Start/End T	Time	Days	Len Sp	ots	Rate Pri	Rta Type	Spots	Amount
Start Date End Date Mericanya Solat/Week State Start Mericanya Solat/Week Start St														
Part 1024H 1024H				The View							,			,
E KXLY 10/28/16 10/28/16 6300-76 CM 6301-76 1- 30 1 \$300,00 30 1 \$300,00								-						
Sim Date End Dat						•			.20		\$200.00D.4	0.00 NIM	,	¢200.00
Section Sect	E Z NAL	_f 10/26/	10 10/26/10		CIVI	030-7a		1	.30	'	\$300.00P-1	U.UU INIVI	'	\$300.00
Sign Date End Date Merckidys SpotsWeek Rate Rating Weekings/16 Sign Date Sign	-							-						
March Start Date End Date Weekdays Spots/Week Rate Start Date CM 7-730p March Start Date Start Date Start Date CM 7-730p March Start Date						•			.20		\$240.00D.4	0.00 NIM	,	¢240.00
Model: 10/24/16 10/30/16 1-	E 3 KAL	_1 10/20/	10 10/20/10	•		630-7β		1	.30		φ310.00F-1	U.UU INIVI	'	φ310.00
E KXLY 10/28/16 10/28/16 7/290 FT CM 7/30p 30 1 \$140.00 -1 0.00 NM 1 \$140.00								='						
Signat Date From Park Weekdays Soots/Week Rate New N					<u>.</u>				:30	1	\$140.00P-1	0.00 NM	1	\$140.00
Sizer Date Find Date Meek days Spots/Week Rate Week 10/31/16 10/31/16			.0 .0,20,.0			оор		_	.00	•	4	0.00		ψ
Fig.					Spots/Week			-						
Start Date End Date Weekdays Spots/Week Rate Rating Start Date Weekdays Spots/Week Rate Rating Start Date Weekdays Spots/Week Rate Rating Start Date Weekdays Spots/Week Rate Start Date Start Date Start Date Weekdays Spots/Week Rate Start Date Start Date Weekdays Spots/Week Rate Start Date Start Date Start Date Weekdays Spots/Week Start Date Start Date Start Date Weekdays Spots/Week Start Date St					1				.20	- 1	\$220.00 D.1	0.00 NIM	,	¢220.00
Merek: 10/24/16	E 5 KAL	1 10/20/	10 10/20/10		Civi	1-9a		1	.30	'	φ320.00P-1	U.UU INIVI	'	φ320.00
Start Date		Start Date	End Date		Spots/Week	Rate	Rating	<u>[</u>						
New Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week						*					A			
Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/	E 6 KXL	_Y 10/31/	16 10/31/16		СМ	10-11a	1.		:30	1	\$160.00P-1	0.00 NM	1	\$160.00
Start Date	;	Start Date	End Date		Spots/Week	Rate	Rating	1						
M-F News @5p M-F News @5p Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Spots/Week Spots/Week Rate Spots/Week Spots	Week:	10/31/16	11/06/16	1	1	· ·	0.0	0						
New New	E 7 KXL	Y 10/31/	16 10/31/16	•	СМ	5-530p	1.		:30	1	\$350.00P-1	0.00 NM	1	\$350.00
E 8 KXLY		Start Date	End Date	•	Spots/Week	Rate	Rating	l						
M-F News @630p M-F Sation M-F News @630p M-F Sation M-F Sation M-F M-F					<u>.</u>									•
Start Date End Date Weekdays Spots/Week Rate Sation Start Date Start Date Start Date Start Date Start Date Spots/Week Spot	E 8 KXL	_Y 10/31/°	16 10/31/16	•		630-7p	1.		:30	1	\$310.00P-1	0.00 NM	1	\$310.00
Start Date End Date Weekdays Spots/Week Rate Rating Week 10/31/16 10/31/	;	Start Date	End Date		•	Rate	Rating	I						
Start Date End Date Meekdays Spots/Week Rate Rating Start Date End Date Meekdays Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/Week Rate Spots/Week Sp	Week:	10/31/16	11/06/16	1	1	\$310.00	0.0	0						
Start Date End Date Weekdays Spots/Week Rating Rating Start Date Start Date End Date Weekdays Spots/Week Rating Spots/Week Spots/Week Rating Spots/Week Spots/Week Rating Spots/Week	E 9 KXL	Y 10/31/	16 10/31/16	•	СМ	7-730p	1.		:30	1	\$140.00P-1	0.00 NM	1	\$140.00
Start Date End Date Weekdays Spots/Week Rate Rating Rating		Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating	<u>l</u>						
Start Date End Date Weekdays Spots/Week Rate Rating Start Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date														
Week: 10/31/16	E 10 KXL	_Y 10/31/ ⁻	16 10/31/16		СМ	7-9a	1.		:30	1	\$320.00P-1	0.00 NM	1	\$320.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/31/16 10/30/16 10/30/16 11/06					Spots/Week			-						
Insider Start Date End Date Weekdays Spots/Week Rate Start Date Week 11/06/16 1 1 \$140.00 0.00 0.00 0.00					1				.20		£4.40.00 D.4	0.00 NIM	,	¢4.40.00
Week: 10/31/16 11/06/16 1 1 \$140.00 0.00 E 12 KXLY 10/31/16 10/31/16 9-10a M-F Live With Kelly CM 9-10a 1 :30 1 \$180.00 P-1 0.00 NM 1 \$180.00 Start Date Week: 10/31/16 End Date Sa GMA CM 7-8a 1 :30 1 \$140.00 P-1 0.00 NM 1 \$140.00 E 13 KXLY 10/29/16 Sa GMA CM 7-8a 1 :30 1 \$140.00 P-1 0.00 NM 1 \$140.00 E 14 KXLY 10/30/16 10/30/16 Su GMA CM 7-8a 1 :30 1 \$130.00 P-1 0.00 NM 1 \$130.00 E 14 KXLY 10/30/16 Su GMA CM 7-8a 1 :30 1 \$130.00 P-1 0.00 NM 1 \$130.00 E 14 KXLY 10/30/16 Week: 10/24/16 10/30/16 Spots/Week <t< td=""><td>E II KAL</td><td>1 10/31/</td><td>10/31/10</td><td>•</td><td>CIVI</td><td>730-op</td><td>Τ.</td><td></td><td>.30</td><td>'</td><td>\$140.00P-1</td><td>U.UU INIVI</td><td>'</td><td>\$140.00</td></t<>	E II KAL	1 10/31/	10/31/10	•	CIVI	730-op	Τ.		.30	'	\$140.00P-1	U.UU INIVI	'	\$140.00
E12 KXLY 10/31/16 10/31/16 9-10a M-F		Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	l						
Start Date End Date Weekdays Spots/Week Rate Rating 0.00						-					*			
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	E 12 KXL	_Y 10/31/ ⁻	16 10/31/16		CM	9-10a	1.		:30	1	\$180.00P-1	0.00 NM	1	\$180.00
E 13 KXLY 10/29/16 10/29/16 Sa GMA	<u>;</u>	Start Date	End Date	-	Spots/Week	Rate	Rating	<u>[</u>						
Sa GMA Week: 10/24/16 End Date Weekdays Spots/Week Rate Rating						-								
Week: 10/24/16 10/30/16 10/30/16 10/30/16 1 \$140.00 0.00 E 14 KXLY 10/30/16 10/30/16 Su GMA Su GMA Su GMA CM 7-8a 1 :30 1 \$130.00 P-1 0.00 NM 1 \$130.00 P-1 Start Date Week: 10/24/16 10/30/16 10/30/16 This Week Spots/Week Rate Rating \$130.00 0.00 Rating \$130.00 0.00 E 15 KXLY 10/30/16 10/30/16 This Week This Week (8:00 AM-9:00 AM) CM 758-9a1 :30 1 \$150.00P-1 0.00 NM 1 \$150.00P-1 0.00 NM 1 \$150.00P-1 0.00 NM	E 13 KXL	_Y 10/29/ ⁻	16 10/29/16		CM	7-8a		1-	:30	1	\$140.00P-1	0.00 NM	1	\$140.00
E 14 KXLY 10/30/16 10/30/16 Su GMA Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/24/16 10/30/16 10/30/16 This Week CM 758-9a1 :30 1 \$150.00 P-1 0.00 NM E 15 KXLY 10/30/16 10/30/16 This Week (8:00 AM-9:00 AM)					Spots/Week		Rating	<u>l</u>						
Su GMA Start Date End Date Weekdays Spots/Week Rate Rating					<u>'</u>				-00		#400.00 :	0.00 111		# 400.00
Week: 10/24/16 10/30/16 1 1 \$130.00 0.00 E 15 KXLY 10/30/16 10/30/16 This Week This Week CM 758-9a1 :30 1 \$150.00 P-1 0.00 NM 1 \$150.00 P-1 0.00 NM	⊨14 KXL	_Y 10/30/ [·]	16 10/30/16		CM	/-ва		1	:30	1	\$130.00P-1	0.00 NM	1	\$130.00
E 15 KXLY 10/30/16 10/30/16 This Week CM 758-9a1 :30 1 \$150.00P-1 0.00 NM 1 \$150.00 This Week (8:00 AM-9:00 AM)								='						
This Week (8:00 AM-9:00 AM)									.20	4	\$150 00D 4	0.00 NIM	4	¢150.00
	⊏ IO KXL	_r 10/30/`	10/30/16		CIVI			Т	.30	ı	φ ιου.υυΡ-1	U.UU INIVI	1	Ψ100.00
	:	Start Date	End Date		Spots/Week	_		<u>I</u>						

Print Date: 10/21/16 09:23:27 Page 3 of 4

Order / Rev: 170925 Advertiser: Alliance for Gun Responsibility

Alt Order #: 08424167 Product Desc: ALLI 4 GUN RSPNSBLTY KXLY

Flight Dates: 10/25/16 - 10/31/16 Estimate: 303

Ln Ch	Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 15 KXLY	10/30/1	6 10/30/16	This Week This Week	СМ	758-9a (8:00 AM-9:0	1	:30	1	\$150.00P-1	0.00 NM	1	\$150.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 E 16 KXLY		10/30/16	1 5-530p M-F	CM	\$150.00 5-530p	0.00	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
E 10 KALT	10/27/1	0 10/21/10	M-F News @5p	CIVI	5-530p	1	.30	'	\$350.00P-1	U.UU INIVI	'	\$350.00
<u>Sta</u> Week: 10/2	rt Date	End Date 10/30/16	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
E 17 KXLY			630-7p M-F	CM	630-7p	1	:30	1	\$310.00P-1	0.00 NM	1	\$310.00
Sto	rt Date	End Date	M-F News @630p Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/30/16	1	<u>Spois/Week</u>	\$310.00	0.00						
E 18 KXLY	10/27/1	6 10/27/16	7-9a GMA GMA	CM	7-9a	1	:30	1	\$320.00P-1	0.00 NM	1	\$320.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2 E 19 KXLY		10/30/16	730-8p M-F	CM	\$320.00 730-8p	0.00	:30	1	\$140.00P-1	0.00 NM	1	\$140.00
E 19 KALT	10/27/1	0 10/21/10	Insider	Civi	730-op	1	.30	'	Φ140.00F-1	U.UU INIVI	1	Ф140.00
<u>Sta</u> Week: 10/2	rt Date 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$140.00	Rating 0.00						
E 20 KXLY				CM	9-10a	1	:30	1	\$180.00P-1	0.00 NM	1	\$180.00
Sto	rt Date	End Date	Live With Kelly	Spots/Week	Pata	Pating						
Week: 10/2		10/30/16	<u>Weekdays</u> 1	<u>5pois/week</u>	<u>Rate</u> \$180.00	Rating 0.00						
E 21 KXLY	10/25/1	6 10/25/16	5-530p M-F M-F News @5p	СМ	5-530p	-1	:30	1	\$350.00P-1	0.00 NM	1	\$350.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2		10/30/16	-1	1	\$350.00	0.00			*			
E 22 KXLY	10/25/1	6 10/25/16	630-7a GMNW	СМ	630-7a	-1	:30	1	\$300.00P-1	0.00 NM	1	\$300.00
Sta Week: 10/2	rt Date 24/16	End Date 10/30/16	Weekdays -1	Spots/Week	Rate \$300.00	Rating 0.00						
E 23 KXLY			7-730p M-F ET Tonight	СМ	7-730p	-1	:30	1	\$140.00P-1	0.00 NM	1	\$140.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2		10/30/16	-1	1	\$140.00	0.00			*			
E 24 KXLY	10/25/1	6 10/25/16	7-9a GMA GMA	СМ	7-9a	-1	:30	1	\$320.00P-1	0.00 NM	1	\$320.00
	rt Date	End Date	Weekdays -1	Spots/Week	Rate	Rating						
Week: 10/2 E 25 KXLY		10/30/16 6 10/25/16	9-10a M-F	CM	\$320.00 9-10a	0.00	:30	1	\$180.00P-1	0.00 NM	1	\$180.00
2.		5.15 .	Live With Kelly	0	Б.,	D ()						
<u>Sta</u> Week: 10/2	<u>rt Date</u> 24/16	End Date 10/30/16	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$180.00	Rating 0.00						
E 26 KXLY	10/26/1	6 10/26/16	10-11a M-F	СМ	10-11a	1	:30	1	\$160.00P-1	0.00 NM	1	\$160.00
Sta	rt Date	End Date	The View Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/30/16	1	1	\$160.00	0.00						•
E 27 KXLY	10/26/1	6 10/26/16	630-7a GMNW	СМ	630-7a	1	:30	1	\$300.00P-1	0.00 NM	1	\$300.00
· · · · · · · · · · · · · · · · · · ·	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 E 28 KXLY		10/30/16 6 10/26/16	1 630-7p M-F	CM	\$300.00 630-7p	0.00	:30	1	\$310.00P-1	0.00 NM	1	\$310.00
			M-F News @630p)	200 i P		.00		ψο.ο.οοι I	J.55 141VI		Ψ0.0.00
<u>Sta</u> Week: 10/2	rt Date 24/16	End Date 10/30/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$310.00	Rating 0.00						
E 29 KXLY			7-9a GMA	CM	7-9a	1	:30	1	\$320.00P-1	0.00 NM	1	\$320.00
Cto	rt Doto	End Data	GMA Weekdays	Spots/Mask	Data	Pating						
<u>5ta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					I	

Print Date: 10/21/16 09:23:27 Page 4 of 4

Order / Rev: 170925 Advertiser: Alliance for Gun Responsibility

Alt Order #: 08424167 Product Desc: ALLI 4 GUN RSPNSBLTY KXLY

Flight Dates: 10/25/16 - 10/31/16 Estimate: 303

Break Start/End Time Ln Ch Start End **Inventory Code** Days Len Spots Rate Pri Rtg Type Spots Amount E 29 KXLY \$320.00P-1 \$320.00 10/26/16 10/26/16 7-9a GMA CM 7-9a :30 0.00 NM GMA Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/24/16 10/30/16 --1----\$320.00 0.00 1 E 30 KXLY 10/26/16 10/26/16 730-8p M-F 730-8p :30 \$140.00P-1 CM --1----1 0.00 NM 1 \$140.00 Insider Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate Week: 10/24/16 10/30/16 --1----\$140.00 0.00 1

Totals 30 \$7,070.00